

CASE STUDY

CLIENT

WILD EARTH

SERVICE

SEO

WEBSITE

**WWW.WILDEARTH
.COM.AU**





THE OBJECTIVE

Increase the ROI, Revenue and new visitors coming through the website



CLIENT GOALS

Primary Goals

- Increase ROI
- Increase new visitors
- Grow revenue

Secondary Goals

- Increase returning visitors
- Challenge leaders in the industry vertical



ALPHA DIGITAL GOALS

Primary Goals

- Improve website performance
- Grow organic visitors
- Increase conversion rate

Secondary Goals

- Constantly improve results
- Develop new strategies to stay ahead of the competition

ABOUT WILD EARTH



Wild Earth is not an ordinary camping and hiking store. It is fresh, exciting, and an adventure within itself – providing adrenalin seekers with high quality equipment from leading brands at the best prices.

ABOUT THE COMPANY

Beginning over 12 years ago with just a warehouse on the Gold Coast, Wild Earth has become one of the largest providers of adventure gear in Australia.

Boasting everyday great prices, fast delivery, ongoing customer support and expert advice, it is no wonder Wild Earth has grown to be Australia's favourite independent adventure gear store.

PAST DIGITAL EXPERIENCE

Wild Earth's digital footprint began on eBay. With their great product range, they grew quickly and expanded their ecommerce offering and digital marketing efforts. Alpha Digital was engaged in 2013 to perform Search Engine Optimisation Services.

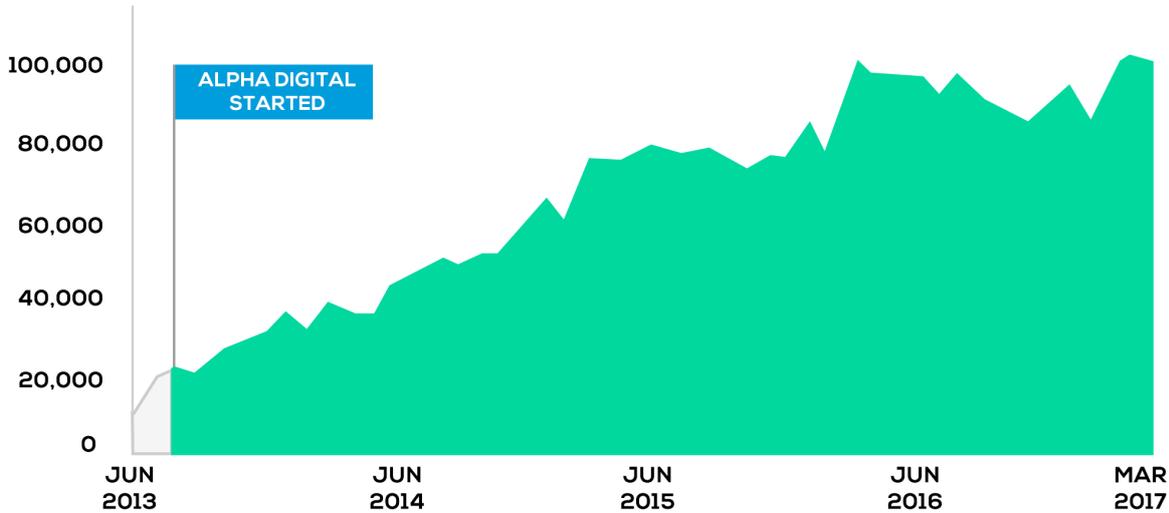
PAST EXPERIENCE PAIN POINTS

The eCommerce website whilst functional needed a lot of technical work to become more Google friendly. The Categorisation and filtering options were dynamically creating URLs that had the same products meaning Google was indexing lots of pages with the same or similar content.

This was one of the first issues addressed by Alpha, who had to work closely with the web development company Neto to update their platform. This was the beginning of a long mutually beneficial relationship with Wild Earth and Neto as Alpha made technical recommendations that Neto implemented and the SEO improvements were almost immediate and gained momentum over time.

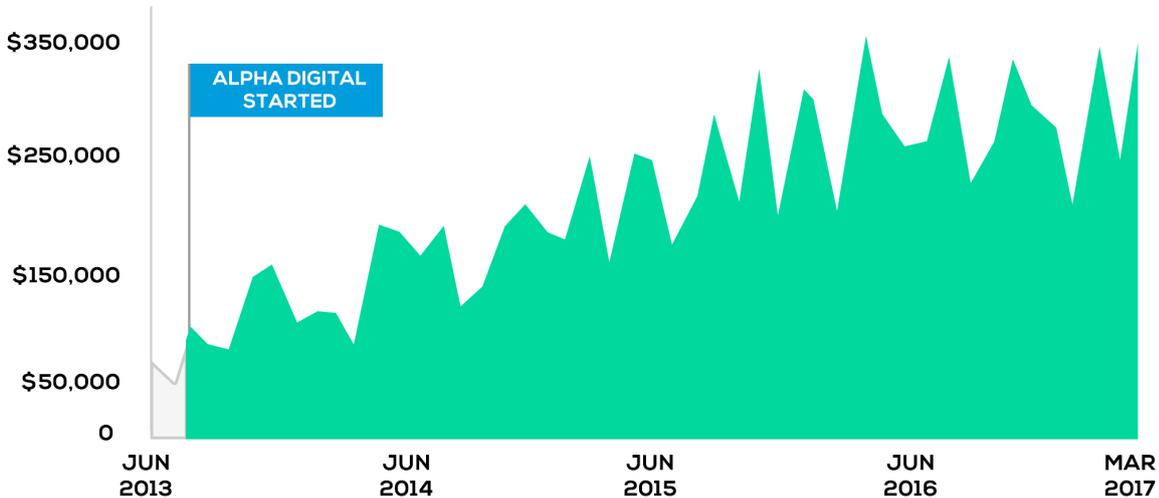
BUSINESS GROWTH

Organic Traffic Growth



BUSINESS GROWTH

Organic Revenue Growth





THE STRATEGY

How we reached the client's primary and secondary goals

OVERALL STRATEGY

The strategy was simple to start with. Address the technical issues and add keyword rich content to the site. Over time as results improved and Wild Earth saw the value in SEO more time was invested and the strategy expanded and became more complex including Conversion Rate Optimisation strategies for new page layout design, supporting the website throughout a website migration, growing the keyword and on-page optimisation strategies as new products and categories were added.

New strategies were implemented while regular maintenance of site health and monitoring of mobile performance and page speed, 404's, Google My Business and backlink checks.

SPECIFIC STRATEGIES

- **Landing page spilt testing** - We improved the user experience of the website through spilt testing the landing pages and product pages on the site to help improve the overall usability and user experience of the website.
- **Technical optimisation** - Cleaning up long and messy URL's, improving site navigation, creating a CMS that could include keyword rich content in specific areas at the top and bottom of the page.
- **Brand name leverage** - The client stocks and sells big name adventure brands from around the world. Optimising the content on the website and product pages enabled them to gain traction from awareness.
- **Website Migration** - Ensuring the smoothest possible transition between the old and new website to ensure minimal disruption and all SEO authority was transferred to the new site.



KEY RESULTS

59%

Increase In Organic Revenue YoY 2013

63%

Increase In Organic Revenue YoY 2014

40%

Increase In Organic Revenue YoY 2015

357%

Increase In Organic Revenue since SEO began with Alpha Digital

NOTABLE ACHIEVEMENTS



NEW PRODUCT OFFERINGS

Through increased revenue and traffic to the Wild Earth website, we have been able to help the company stock and sell a greater range of products that their customers want to see.



STRONG RELATIONSHIP

Wild Earth and Alpha Digital have challenged each other to be better over the years. Wild Earth have a high level of technical expertise and demand consistently improving results.

TESTIMONIAL

We have been working with Alpha Digital for in excess of 12 months. In that time the performance of SEO in our ecommerce channel has gone from strength to strength. Everything has improved exponentially. Page 1 listings for Keywords are up, Visitation has increased, bounce rate is down, conversion rate has improved, and most importantly, revenue has increased. We recommend Alpha Digital.

CHRIS SOMERVILLE - WILD EARTH
GENERAL MANAGER